

DRISCOLL LEARNING

Empowering Environments Where Learning Is Embraced

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Is Your Business Ready For Change?

Change is inevitable. The question should never be *if* it will happen but rather *when* it will happen. Everything changes from the weather to the seasons to our opinions and preferences over the years. The world is evolving, transitioning, and changing around us faster than we even realize.

What does this mean for you and your business?

Questions to Consider

In your business, are you stuck in a rut or open to change? The fast-paced world around us waits for no one. Consider the following questions:

- Am I open to change for my business?
- Is it time to make some changes?
- How would change help my business stay competitive?
- Are you willing to take the plunge and make changes?

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Are You Prepared For Change?

Why Top Salespeople Leave, Stay Or Join A Company

At some point, every company struggles with how to secure top talent and get them to stay for the long haul. There are some common reasons for why the best salespeople leave, stay, and join a company. Consider the following and perhaps change your strategy

in order to attract and hold on to the best candidates.

Reasons to Join Your Team

1. Attractive compensation package – People that are in sales want to keep things simple and a package that is overly difficult will not be a perk for them. They want a plan that simply rewards their efforts as they drive sales. Top performers want something clear and straightforward.
2. Coworkers they identify with – If you have a top candidate on the hook, then they most likely know others in their network that would benefit your company too. Offer referrals for your salespeople to refer other dynamic performers. They will appreciate the extra income and will enjoy helping to select colleagues they like to work with.

Why People Stay

1. Professional development – Salespeople want to be invested in. They enjoy attending conferences and training sessions in order to network with others, learn, and just be able to stay on top of their game.

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The Importance Of the Human Element In Your Hiring Process

Hiring has changed extensively over the years. These days' companies are working even harder to find the most talented candidates for their teams. In fact, in the United States, the average time it takes to hire is almost 23 days.

We live in an extremely social day and age. Technology networks us in constantly and yet we somehow missed the human element because of screen time with our devices. The hiring process must stay human and less technology focused. People are relational and like to stay engaged with hiring managers during the interview process.

Adhere to these tips for how employers can move forward while maintaining a personal approach while hiring. You'll find that the process will take less time and you'll secure more talented individuals for your company.

Employee Referrals

Encourage your top talent to refer people that they know for your open positions. Often they travel in circles with similar top performing personalities. They can network with you and if they produce a great candidate, you can reward them for their referral.

Promote from Within

When you get a notice, try to promote an employee from within your company. Professional development encourages people in their career paths and makes them want to stay longer. No need to constantly struggle to fill positions, rather move your talent up and find a new candidate to fill their shoes. You can save money on training because your newly promoted employee can train their replacement.

Applicant Tracking

Get organized with an applicant tracking system. Select a software provider that will help you



schedule interviews, calls, assessments, and follow-up. No need to go this thing alone! Utilize technology to help you stay engaged which provides the important human element that people crave.

Interactive Screening Techniques

Even with the need for a human touch, technology can be useful. Interactive screening is quite popular and effective. Phone calls are wonderful but adding video to this type of interview adds a human element that is welcomed.

Video interviews are convenient and easy to schedule. You are able to visually see the candidate and assess their skills while seeing their professionalism.

Hiring is time-consuming, but the timetable can be reduced by keeping the human element intact.

Companies should be sure to keep candidates engaged so that they feel informed, comfortable and enticed to work on your team. Reducing your time to hire will enable you to save money and improve employee morale too. ❖

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While there are lots of reasons people go into business, the main reason is to make a profit. As you brainstorm on how you'd like to change your business, you will want to answer these questions for yourself.

- What is the purpose of making a change?
- How long will any disruption to operations linger?
- Will the change be for the better?
- If so, what would improve?



Really take some time and think through these questions. Get your thoughts down on paper and bounce your thoughts off of someone you trust. While change is good, you should make calculated decisions and work to stay a few seconds ahead of your competition.

Reasons to Make a Change

Continue to ask yourself how your business would improve by making changes. There is a difference in the words *improving* and *changing*. To improve something, you are making a change for the better. In order to change something, you are making it different.

If all is going smoothly for your business, then don't switch things up just to do it for the sake of change. However, you will want to make changes if you are:

- Not making the money that you want
- Are overly stressed
- Are handling more drama than real business issues

If any of this sounds like your situation, then change is necessary. You can take actionable steps to pull off your goals, but you'll need to be intentional.

Daily Time to Reflect

As a business owner, you need to carve out time each day to focus on your company. Success doesn't just happen. Take some time to do the following each day and think about and make notes about your business.

- Find a quiet place without interruptions
- Don't accept calls, emails, or texts.
- Write down any business goals and ideas as they come to mind.
- Think through your staff and write down what's working and what's not.

A time of daily reflection will enable you to think more clearly about your business. Don't get so busy that you don't make this a priority. Be open to change and watch your business both improve and thrive in the days to come. ❖

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One Minute Ideas

Communication

Many leaders are tempted to make the same mistakes. We voice our opinions even though we remain ignorant of important information and lack any heart connection to our audience.

Every good communicator seeks first to understand before being understood. Note how they differ from public speakers:

Public Speaker	Communicator
1. Seeks to be understood and liked	1. Seeks to understand and connect
2. Asks: What do I have?	2. Asks: What do they need?
3. Focuses on techniques	3. Focuses on atmosphere
4. Is self-conscious	4. Is audience-oriented
5. Wants to complete the speech	5. Wants to complete the people
6. Content-oriented	6. Change-oriented

"If you can't explain it simply, you don't understand it well enough."
~ Albert Einstein

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2. The right tools – Top salespeople want to have the tools to do their job well. If you make that available and provide them with the latest and cutting-edge technology, they will stick around longer. They want to be able to go after sales and to do it without the frustrations that come from lack of proper equipment.

Reasons Salespeople Leave

1. Lack of advancement – If salespeople don’t see the company offering a career path that has the potential for advancement, they will look for an opportunity to leave. In order to keep your top talent, your company will need to mentor, coach, and train them. They are hungry for sales, advancement, and a lucrative career. Give them what they want so they won’t leave.
2. Money – Salespeople are driven by money. If they are not happy with their compensation package, they won’t stay. Touch base with your top talent and try to gauge their satisfaction levels. Listen closely to them and be open to change as needed. As the saying goes, money talks.



You have to entice the best job seekers to consider your company and then try to keep them. Be sure that you provide outstanding compensation packages and professional development opportunities in order to secure and hold onto top talent. ❖

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“Hiring the Best is Your Most Important Task” ~ Steve Jobs



DRISCOLL LEARNING – Seminar Schedule

For more information, visit our web site at www.driscolllearning.com

Session Title	Time	Date(s)
The Sales Connection Breakfast	7:30AM – 9:00AM	Thursday, November 9 th Go to www.thesalesconnection.org for details & registration
Professional Sales Development	TBD	Call Bryan for Details
Business Briefing: What is Talent? Talent Selection & Job Benchmarking	8:30AM – 10:30AM	Tuesday, November 21 st
DISC & Driving Forces Certification Process	4:00PM – 4:45PM	Monday, November 27 th Go To Meeting (email Bryan for details)
FREE LinkedIn Training	9:00AM – 10:30AM	Tuesday, November 28 th Go to www.thesalesconnection.org for details & registration

All sessions held at: Dublin Entrepreneurial Center 565 Metro Place South, Suite 300, Dublin, OH 43017